

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Re: Application of: Akio IJIMA, et al.
Serial No.: To Be Assigned
Filed: Herewith
International
Appl. No.: PCT/JP01/06800
For: **SYSTEM AND METHOD FOR DELIVERING AND
MANAGING ADVERTISEMENTS**

Mail Stop: Patent Application
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

October 31, 2003

INFORMATION DISCLOSURE STATEMENT


S I R:

In accordance with the provisions of 37 C.F.R. § 1.97, Applicants hereby make of record the documents listed on the accompanying Form PTO-1449 for consideration by the Examiner in connection with the examination of the above-identified patent application. Copies of the references, which were cited in the International Search Report in the above-identified international application, are enclosed herewith, along with translations of the International Search Report and the International Preliminary Examination Report.

If any additional fees are deemed to be due at this time, the Assistant Commissioner is authorized to charge payment of the same to Deposit Account No. 50-0552.

It is respectfully submitted that the pending claims are patentable over all of the references made of record at this time.

Respectfully Submitted,
DAVIDSON, DAVIDSON & KAPPEL, LLC

By: 
Morey B. Wildes
Reg. No. 36,968

Davidson, Davidson & Kappel, LLC
485 Seventh Avenue, 14th Floor
New York, New York 10018
(212) 736-1940

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449A/PTO

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(use as many sheets as necessary)

Sheet

1

of

of 1

1

Attorney Docket Number

Complete if Known

Application Number

Unassigned

Filing Date

Unassigned

First Named Inventor

Akio Iijima

Group Art Unit

Unknown

Examiner Name

Unknown

Attorney Docket Number

860.1002

U.S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. ¹	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T ⁶
		Country Code ³ - Number ⁴ - Kind Code ⁵ (if known)				
		JP-09-251296	09-22-1997	Yamaha Corp.		Abstr.
		JP-07-212631	08-11-1995	NEC Corp.		Abstr.
		JP-2000-124867	04-28-2000	Okinawa Television Broadcasting Co. Ltd.		Abstr.
		JP-10-124430	05-15-1998	Mitsubishi Electric Corp.		Abstr.
		JP-11-017633	01-22-1999	Sony Corp.		Abstr.
		JP-11-205259	07-30-1999	NEC Eng. Ltd.		Abstr.
		JP-09-051522	02-18-1997	Hitachi Ltd.		Abstr.

Examiner
Signature

Date
Considered .

***EXAMINER:** Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Applicant's unique citation designation number (optional). ² See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04.

³ Enter Office that issued the document, by the serial-number code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the Reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

Burden Hour Statement: This form is estimated to take 2.0 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark